



EDUCATION.ECONOMY.SUSTAINABILITY

WHAT. The project competition of State of Young Philly (SOYP) will encourage participants during the two-week series to turn ideas into action. Project teams will submit action plans in one of this year's three tracks, **Education, Economy and Sustainability**, and compete to win seed money to realize their ideas.

HOW. Project teams will compete to develop creative solutions in response to city issues, identified by Young Involved Philadelphia and The Mayor's Office of New Urban Mechanics, and will be judged by a panel of local experts. Project winners will receive seed money, and support services from The Office of New Urban Mechanics and other orgs, to turn their plans into reality.

Projects must be submitted by Sunday October 7th, and winning teams will be announced and provided a \$1,000 cash prize at the Final Showcase on Saturday October 13th. Visit www.stateofyoungphilly.com for more detailed information about the project competition rules.

In order to compete, projects proposals should address one of the following key issues:

EDUCATION.

- How can mobile technology be used to increase parent and citizen engagement with schools and after-school programs? How should relevant information on local schools and educational activities be delivered?
- There are many programs and initiatives around teen pregnancy and STD prevention in the city. How can we engage Philly youth to increase awareness and involvement in these initiatives?
- Teachers are commonly identified as being one of the most important influences on student learning. What can be done to better support Philadelphia's teachers and keep the most effective in the classroom over the long-term?

ECONOMY.

- How do we best identify, support and promote local manufacturing and crafts – products that are made in Philadelphia?
- Searching for jobs can be daunting, yet employers often have a hard time filling available positions. How can job seekers and job providers in Philadelphia come into more effective contact with each other?

SUSTAINABILITY.

- Philadelphians regularly see gardening, tree planting, and recycling happening around the city. Saving energy, however, is a less tangible and often "invisible" aspect of sustainability. How can we increase engagement and awareness around energy efficiency in Philadelphia such that it becomes more visible to residents and businesses?
- Bike Map App – the [Philadelphia Bike Map](#) is a great resource, but not accessible on mobile devices (neither is Google Bike Maps). How do we utilize mobile technology to provide bike riders in Philadelphia the tools to map out their routes and navigate the city?



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YIP Challenge Project Submission Materials.

Interested persons may submit a YIP Challenge Registration Form beginning October 1st, 2012.

Registration Form. (To be submitted by individuals or teams of up to 5 people)

The Registration Form can be found at www.stateofyoungphilly.com and asks for the following information:

1. Project Proposal Track (Education, Sustainability, Economy)
2. Project Proposal Abstract (1-3 sentence proposal description)
3. Team Name/Individual Name & Contact Information

Proposal Materials. (Due by October 7th at 11:59pm)

1. YIP Challenge Registration Form (submitted online, or hard copy at a SOYP event)
2. Project Narrative (max. 500 words, MS Word format) describing:
 - a. Project Scope
 - What your proposal entails
 - How this proposal might work in real life
 - Who would be involved to bring the project to fruition
 - Any additional details relevant to the proposal or its application in Philly
 - b. The issue area your proposal seeks to address, and why your particular proposal will help improve Philadelphia
3. Project Next Steps (max. three (3) steps or 150 words)
4. PowerPoint slide show (max. 8 slides, PowerPoint or PDF format)
 - a. Text and graphical content in support of your proposal
 - (Ex. drawings, photos, charts, mock-ups, maps, graphs, etc.)
5. *Optional:* Original files of the visuals/graphics used in your slideshow (.jpg or .pdf format)

YIP Challenge FAQ's.

Why submit a proposal? So you and your friends can produce a solution to a need in the city that you live in and love dearly.

Who is eligible to submit a proposal? Anyone who is passionate about the development of the Education, Economy and Sustainability spaces in Philadelphia can partake.

What do winners receive? Winners will receive a \$1,000 prize, which we encourage be used as seed money to begin the implementation of the proposal.

When is the due date for proposal submissions? All materials, names of participants/deliverables etc., must be delivered between 10/1 and 10/7. The judges will vote on 10/9 and winners will be announced at the Final Showcase on 10/13.

How will winners be decided? The proposals will be scored by a panel of judges. These judges are young and seasoned leaders in their respective fields and grading will be determined by a standardized rubric.

How many team members are allowed? There is a maximum of five (5) people per team allowed. All of these members must be included when submitting materials.

Will teams need to present proposals? Only the winners will present their proposals at the Final Showcase on 10/13. All submitted proposals will be acknowledged and displayed at that event.

What happens to teams/proposals Post-SOYP? The City, led by The Office of New Urban Mechanics, will aid the teams to develop their proposals into projects. In addition, WHYY will be documenting each team and their progress throughout the development of their project.

All submissions are to be sent to yipchallenge@stateofyoungphilly.org by 11:59pm on October 7th.